

METHOD AND APPARATUS FOR MANAGING CHARITABLE CONTRIBUTION PROGRAMS

ABSTRACT

A system, method, apparatus, computer program code, and means is provided for structuring an automated charitable contribution program at an entity consisting of a plurality of operating units. The charitable contribution program includes establishing a program hierarchy including at least one campaign manager and at least one canvasser for each of the operating units. Information identifying a plurality of potential donors is retrieved information and each of the potential donors is associated with a canvasser. A personalized information screen for each of the potential donors is generated.

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